

Dollar Day

RYE! A DOLLAR GOES A LONG WAY!



MILLION-DOLLAR SNOOZE . . . Friday and Saturday's big Dollar Days were just a little too big for 14-month-old Deborah Hignight, who quit shopping early to take a nap while mommy and daddy, Mr. and Mrs. Talbert Hignight, 21403 Harvard Ave., took advantage of the week-end bargains.

White Elephant

Lions Club Planning Auction on May 9, 10

A "White Elephant" auction to be staged by the Torrance Lions Club is to be held in Torrance on May 9 and 10, according to L. Milton Isbell, president of the local service club. Merchandise of two types, new items contributed by local merchants and used items of any and all descriptions, will be auctioned off to the highest bidder during the two-day sale.

For Good Cause
Any proceeds from the sale will be used by the Lions Club to purchase glasses for local children, to aid the blind, to provide dental care for needy Torrance children and other philanthropic projects of the club. Residents who have any serviceable item which they no longer need are urged to contact any member of the service organization. A truck will pick up the item and it will be placed in storage until the day of the auction.

Other service clubs, Boy Scouts, and similar organizations are given the opportunity to "cash in" on the auction to earn money for their own projects. Ten percent of any item sold will be credited to the organization in whose name the merchandise is given.

Participation Urged
We hope that other service clubs in Torrance will participate in this venture by asking members to contribute items in the name of their club. The more merchandise sold the more money each club can earn," says Jack O. Baldwin, general chairman of the auction.

Any person who has an item about the house which they no longer want or need is urged to call any one of the following numbers: Torrance 3876, 1194, 3893, or Lomita 3893.
Serving on the committee are Abe Robinson, Paul Diamond, Jim Osborne, Frank Carpenter, Walter Inman, L. Milton Isbell, Warren Hamilton, Jim Krugger, Kenny Olson, Sam Van Wagner, J. A. DeJaifre, Roy Peterson, Dick Milton, Russ Milton, Al Ewalt, and Ike McTee.

Two Hurt When Driver Dozes

The drivers of two autos were treated at the Harbor General Hospital early Saturday morning following a crash on Crenshaw Blvd., north of 166th St., when the driver of one of the cars fell asleep and crossed over the double line into the path of oncoming traffic.
Wilbert Tipton Ferris, 17515 Crenshaw Blvd., told officers he fell asleep and swerved into the other lane of traffic, hitting a car being driven by George Gold Cramer of Los Angeles.



HONORED . . . R. J. Deimler, executive vice-president of the Torrance National Bank, was awarded the Kiwanis Legion of Honor pin recently for 25 years continuous membership in the service club. He has 18 years of perfect attendance. Only two other local residents, C. T. Bippy, and the late Henry Ulbricht, were given the Legion of Honor award. He is a charter member of the Torrance Kiwanis Club and a past president of the organization.

Businessmen To Observe Arbor Day

Plans to observe the, oft-neglected Arbor Day were formulated at a regular semi-monthly meeting of the WALTERIA Business Men's Club, held Feb. 19 at the Fish Shanty in WALTERIA. "Our organization fully realizes the multiplicity of civic benefits gained through the planting of trees and shrubs. We hope to call public attention to that fact on Arbor Day March 7 at 11 a.m. in a program and tree-planting ceremony in WALTERIA Park," announced Nat Gordon, president.

Residents of WALTERIA and surrounding communities are cordially invited to attend. The program will include introductions of officers of the WBMC and guests, a short speech by a speaker fully qualified as a nurseryman, the presentation of a tree to the park, the actual planting of the tree and a description of the tree and interesting sidelights.

Other items of business reviewed at the meeting included a discussion of various youth activities for the area. It was voted unanimously to sponsor Troop No. 240, Boy Scouts of America, and to again enter the WBMC Class C softball team in (Continued on Page 2)

Failure to Vote Causes 1210 To Lose Rights

Because they failed to vote in either the last primary or general election, 1216 Torrance voters have been dropped from the registration rolls, County Registrar of Voters Ben Hill, said this week in announcing a purge of non-voting residents.

The purge dropped the number of registered voters here from 16,610 to 15,394. Hite said. The purged voters may regain their right to vote by re-registering.

Of the present number of voters living in Torrance, the records show:

Democrats	9330
Republicans	3357
Independent Progressive	11
Prohibitionists	8
Miscellaneous	30
Declines to state	686

Motorcyclist Hits Auto

An 18-year-old motorcyclist, Earl Ray Perry, of 4928 Hickman Dr., received minor injuries Friday evening when he crashed into an auto which made a left turn in front of him at the intersection of Crenshaw Blvd. and Maricopa Ave.
Driver of the auto, Harry Myers Poland of Buena Park, said he did not see Perry because of another car.

More New Residences; 230 This Time SHUTDOWN OF BUSINESS IN HOME AREAS URGED

"Twice Weekly Is Twice As Well Read"
10¢ Per Copy
Every Sunday and Thursday Home Delivered by Carrier 30 Cents Per Month (Average 9 Issues Per Month)
—the ONLY Newspaper Published AND PRINTED in Torrance. Established 1914.
TORRANCE HERALD
—and Torrance Herald Shoppers Reach 100,000 Buyers
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150 Businesses Face Closing in Proposal

Several Torrance, so-called front-yard businesses will be looking for new homes in the near future, if recommendations of the City Planning Commission are heeded.

The commission urged the City Council to halt issuance of new licenses for businesses which are being conducted in residential areas not zoned for commercial uses. The planners also recommended that licenses now in force be rejected when due for renewal.

The existence of about 150 businesses in residential areas prompted the recommendation. Planning Consultant Earle Lloyd said yesterday. He said a number of beauty shops, real estate offices and other businesses were being conducted from homes throughout the city in violation of the Land Use Ordinance.

The proposal was brought to the group by Commissioner A. K. Hill.

In other action of the planners, a request for variance at Pacific Coast Hwy. and the new intersection of Crenshaw Blvd. submitted by William H. Campbell was recommended to the City Council for approval. Campbell plans a super shopping center in the area. The planners were informed that off-street parking facilities for 93 cars west of Crenshaw and 145 east of Crenshaw was planned in the development.

Lloyd said the plans submitted to the city indicated that a

very nice shopping center would be constructed. He said the variance would enable the city to hold the developers to the plans submitted whereas a change in zoning, as was first requested, would permit any construction which met the requirements of the zoning laws.

The site of the proposed shopping center is part of the January Co. development on which several hundred homes have been constructed.

City's Share For Red Cross Projects Told

Torrance's share of expected contributions to the Red Cross to aid the organization carry out "Operation Gamma Globulin" is \$11,825, according to J. Hugh Sherfy.

"Kick-off of the campaign is only 8 days away and there still is a great need for volunteers," Sherfy, a former Torrance mayor, said yesterday.

"With 'Operation Gamma Globulin' now a Red Cross project, the need for volunteers and contributions is greater than ever before," said the ex-mayor.

"Polio strikes quick and without warning," he said. "Our fund drive must be paced to a quick tempo, too. A long, drawn-out fund drive is costly, and Red Cross has a job for every non-tributed penny. The campaign must go over the top in a hurry."

Torrance branch is part of the Los Angeles Chapter, which is seeking \$3,150,000—exactly the same as last year, even though blood collection and processing has been stepped up, and "operation gamma globulin" has been added.

Early reports from Torrance's commerce and industry division, which started its drive almost two weeks ago, is encouraging and show general increases over last year's contributions, Sherfy said.



RAMS GARAGE . . . A combination of a Hollywood Riviera hill and a car coasting down resulted in this damage to an unoccupied brand new home when the brakes failed on a car being driven by W. G. Kimbrel, 606 Calle Mayor, early Saturday morning. Owner of the auto, James Brownward, of the Redonda Beach Hotel, reported to Torrance police that Kimbrel, to whom he had loaned his car, couldn't stop and rammed the corner of the garage on a house at 204 Via Linda Vista. Two brothers, Bruce, 5, and Stephen Stackhouse, 7, demonstrate boyhood curiosity in attempting to figure out how the mishap occurred.

YMCA Campaign Hits 34 Per Cent of Goal

Volunteers have collected 34 per cent of the \$13,605 goal in the current support campaign of the Torrance YMCA, it was announced yesterday by Stan Roberts, executive secretary of the local branch.

The industrial division continues to lead with \$2240.50 to its credit. Total received so far is \$3575.37.

Weather

The weatherman says it will be "mostly clear today, with low temperature near 45, high about 75. Warmer sun in afternoon."

Expect Approval Of 230 More New Dwellings Here

Approval of tract maps for 230 more homes to be constructed here, is anticipated at the meeting of the City Council on Tuesday.

The homes, to be constructed in three different locations, have a total evaluation of more than \$2,000,000, according to Earle A. Lloyd, secretary of the Torrance Planning Commission. The tract maps have been approved by the planning board.

Largest of the three tracts consists of 157 homes to be erected south of Sepulveda Blvd., west of Hawthorne Ave. by the Omega Construction Co. East of Hawthorne Ave. and also south of Sepulveda Blvd., Harbor Homes, Inc. is planning to build 50 single-family dwellings.

In North Torrance on 171st St., east of Casimir St., the Watt Development Co. is planning to erect 23 homes.

Meanwhile, earlier this week Milton Kauffman obtained permits for 23 homes valued at \$9600 each and which are to be erected in North Torrance on 176th St.

Councilman On Anti-Smog Committee

Councilman Willys Blount will represent Torrance on the Technical Sub-Committee of the Citizens' Committee on Air Pollution, Executive Secretary John H. Rice announced yesterday.

As a member of the committee, Blount will make a review of the present policy decisions of the county's law enforcement agency with respect to strict enforcement of the Anti-Smog Law.



Coming Events

Washington's Birthday	Feb. 23	Washington's Birthday
Jr.-Sr. Woman's Club Party	Feb. 25 8 p.m.	Woman's Club
Las Vecinas Fashion Show	Feb. 27 1 p.m.	Portero House, Inglewood Country Club
Income Tax Deadline	Mar. 16	
Sr. Woman's Club Fashion show	Mar. 17 8 p.m.	Civic Aud.
Lions Club Dance	Mar. 21 8 p.m.	Western Ave. Club
JayCottes Barn Dance	Mar. 28 8 p.m.	Lomita VFW Hall
Joint Service Club Meeting	Mar. 30 6:30 p.m.	American Leg. Hall
Easter Vacation	Mar. 30 To Apr. 3	All Torrance Schools
Los Angeles Election	Apr. 7 7 a.m.	Shoestring Strip 7 p.m.
South Bay Light Opera "Lady From Paris"	Apr. 10 and 11 8 p.m.	Redondo High School
Hampton Players Play "Papa Is All"	Apr. 12 and 18 8 p.m.	
Lions Club Auction	May 9 7-9 p.m.	Business Dist. 3-5 p.m.
Hobby, Arts, Flower Show	May 22 to 24	Civic Aud.
Holiday (Banks close)	May 30	Memorial Day Torrance, Lomita Torrance Schools
Dial Telephones in Service	May 31	
Summer Vacation	June 12	



SCOUTS AND SACHET . . . These North Torrance Cub Scouts of Pack 761, Den C, made Valentine's Day a little brighter at the Women's Medical Ward, Harbor General Hospital, by presenting hand-made sachet packets to 87 women there. Surveying their finished work, created with sachet powder, cotton, tinfoil, lacy doilies, and red ribbon, before making the trip to the ward are, left to right, Dick Bush, Kenneth Bickers, Freddie MacKenzie, Phillip Meyers, David Powles, John Leininger, Kenneth MacKenzie, and Keith Freiler. In the background are Mesdames Jeanne Meyers and Alice MacKenzie, Den mothers, who supervised the project.